

WHAT IS CLAIMED IS:

- 1 1. A method of obtaining orders via a telecommunications
2 network comprising:
- 3 obtaining a mailing list of persons;
4 screening the mailing list to eliminate persons using at least
5 one predetermined criterion for performing said screening;
6 storing the names from said screened mailing list into a first
7 device connected to said network;
8 for each name stored in said first device, placing said name on
9 a mailer with a mailing address, first information for communicating
10 with said first device on said network, and second information
11 designed to induce potential customers corresponding to said names
12 on said mailer to contact said first device and place an order;
13 sending said mailers to said;
14 providing at least one second device connected to said network
15 for said potential customers to contact and transmit to said first
16 device at least one order;
17 for each of said potential customers contacting said first device
18 using one of said second devices, transmitting a login name for said
19 potential customers to said first device;
20 comparing said potential customers' login name with said
21 stored names, and

22 if said login name corresponds to one of said stored names,
23 transmitting to said potential customers' second device a promotional
24 offer.

1 2. A method as recited in claim 1, wherein the step of
2 obtaining the mailing list of persons comprises selecting persons
3 having a predetermined interest.

1 3. A method as recited in claim 1, wherein the step of
2 obtaining the mailing list of persons comprises purchasing the list.

1 4. A method as recited in claim 1, wherein the step of
2 obtaining the mailing list of persons comprises leasing the list.

1 5. A method as recited in claim 1, wherein the criterion for
2 performing the step of screening the mailing list to eliminate names is
3 duplication of names on the list.

1 6. A method as recited in claim 1, wherein the criterion for
2 performing the step of screening the mailing list to eliminate names is
3 income.

1 7. A method as recited in claim 1, wherein the criterion for
2 performing the step of screening the mailing list to eliminate names is
3 age.

1 8. A method as recited in claim 1, wherein the criterion for
2 performing the step of screening the mailing list to eliminate names is
3 location.

1 9. A method as recited in claim 1, wherein the criterion for
2 performing the step of screening the mailing list to eliminate names is
3 purchasing history.

1 10. A method as recited in claim 1, wherein the step of
2 screening the mailing list to eliminate names is performed using a
3 commercially available merge-purge process which eliminates
4 duplicate names and provides a plurality of list hygiene functions.

1 11. A method as recited in claim 10, wherein the hygiene
2 functions include at least one of income, age and location.

1 12. A method as recited in claim 1, wherein the step of placing
2 said names on a mailer with mailing addresses, said first information,
3 and said second information comprises using a postcard as said
4 mailer.

1 13. A method as recited in claim 12, wherein the step of using
2 a postcard as said mailer comprises choosing paper stock for said
3 postcard that has high visibility.

1 14. A method as recited in claim 13, wherein the step of
2 choosing said paper stock for said postcards further comprises
3 choosing said paper stock so that it contrasts with said name,
4 mailing addresses, first information, and second information
5 placed on said postcard.

1 15. A method as recited in claim 13, wherein the step of
2 choosing paper stock for said postcard that has high visibility
3 comprises choosing a paper stock that has a bright color.

1 16. A method as recited in claim 1, wherein the step of placing
2 said mailing list name, mailing address, first information, and second
3 information on said mailer comprises printing said name and address
4 on a front of said mailer and printing on the back of said mailer said
5 second information concatenated with a first and last name
6 corresponding to said mailing list name.

1 17. A method as recited in claim 16, wherein said
2 communications network is the Internet and said first information is a
3 uniform resource locator corresponding to a website served by said
4 first device.

1 18. A method as recited in claim 17, wherein said uniform
2 resource locator includes a domain name reflecting an area of interest
3 of said potential customers, and wherein said area of interest
4 influences the step of obtaining said mailing list of persons.

1 19. A method as recited in claim 16, wherein said second
2 information is a promotional offer.

1 20. A method as recited in claim 1, wherein the step of
2 comparing said corresponding person's login name with said stored
3 names further comprises allowing for mis-keyed or misspelled entries
4 in said stored names.

1 21. A method as recited in claim 1, wherein the step of
2 transmitting to said potential customers' second device said
3 promotional offer comprises transmitting an offer that is unique to
4 only that corresponding person.

1 22. A method as recited in claim 1, wherein the step of
2 transmitting to said potential customers' second device said
3 promotional offer comprises transmitting an offer that is unique to a
4 subgroup of said potential customers.

1 23. A method as recited in claim 1, wherein the first device is
2 a server.

1 24. A method as recited in claim 1, wherein said second
2 devices are computers.

1 25. A method of obtaining orders on a website located on the
2 Internet comprising:

26 if said login name corresponds to one of said stored names,
27 transmitting to said reduced mailing list potential customer's second
28 device a promotional offer.

1 26. A method as recited in claim 25, wherein the step of
2 obtaining the mailing list of potential customers comprises
3 purchasing the list.

1 27. A method as recited in claim 25, wherein the step of
2 obtaining the mailing list of potential customers comprises renting
3 the list.

1 28. A method as recited in claim 25, wherein the step of
2 screening the initial mailing list to eliminate names is performed
3 using a commercially available merge-purge process which
4 eliminates duplicate names and provides a plurality of list hygiene
5 functions.

1 29. A method as recited in claim 28, wherein the hygiene
2 functions include income, age and location.

1 30. A method as recited in claim 25, wherein said postcard is
2 comprised from a paper stock that has high visibility.

1 31. A method as recited in claim 30, wherein said paper stock
2 for said postcards further comprises paper stock that contrasts with

3 ink used to print said name, mailing address, uniform resource
4 locator, and offer on said postcard.

1 32. A method as recited in claim 25, wherein the step of
2 placing said mailing list name, mailing address, uniform resource
3 locator, and offer on said postcard comprises printing said name and
4 address on a front of said postcard and printing on the back of said
5 postcard said uniform resource locator concatenated with a first and
6 last name corresponding to said mailing list name.

1 33. A method as recited in claim 25, wherein said uniform
2 resource locator includes a domain name reflecting an area of interest
3 of said initial mailing list of potential customers, and wherein said
4 area of interest influences the step of obtaining said initial mailing
5 list of potential customers.

1 34. A method as recited in claim 25, wherein the step of
2 comparing said reduced mailing list potential customer's login name
3 with said stored names further comprises allowing for mis-keyed or
4 misspelled entries in said stored names.

1 35. A method as recited in claim 25, wherein the step of
2 transmitting to said reduced mailing list potential customer's second
3 device said promotional offer comprises transmitting an offer that is
4 unique to only that reduced mailing list potential customer.

1 36. A method as recited in claim 25, wherein the step of
2 transmitting to said reduced mailing list potential customer's second
3 device said promotional offer comprises transmitting an offer that is
4 unique to a subgroup of said reduced mailing list potential customers.

1 37. A method as recited in claim 25, wherein the first device is
2 a server.

1 38. A method as recited in claim 25, wherein said second
2 devices are personal computers.

1 39. A system for obtaining orders via a telecommunications
2 network comprising:

3 a mailing list of potential customers, said mailing list being
4 screened to eliminate names using at least one predetermined
5 criterion for performing said screening;

6 a first device for storing remaining names from said screened
7 mailing list, said first device connected to said network;

8 for each name stored in said first device, a mailer on which is
9 placed said name, a corresponding mailing address, first information
10 for communicating with said first device on said network, and second
11 information designed to induce potential customers corresponding to
12 said names on said mailer to contact said first device and place an
13 order, said mailer to be sent to a potential customer corresponding to
14 said name;

15 at least one second device connected to said network for said
16 corresponding potential customers to contact and transmit to said first
17 device a login name and orders;

18 a program stored in said first device for comparing said
19 potential customers' login names with said stored names, and if any
20 one of said login names corresponds to one of said stored names,
21 transmitting to said corresponding potential customer's second device
22 a promotional offer.

1 40. The system recited in claim 39, wherein said screened
2 mailing list is screened using a commercially available merge-purge
3 process which eliminates duplicate names and provides a plurality of
4 list hygiene functions.

1 41. The system recited in claim 40, wherein the hygiene
2 functions include at least one of income, age and location.

1 42. The system recited in claim 39, wherein said mailer is a
2 postcard.

1 43. The system recited in claim 39, wherein the postcard has a
2 paper stock that has high visibility.

1 44. The system recited in claim 43, wherein the paper stock for
2 said postcards contrasts with ink used to print said name, mailing
3 addresses, first information, and second information on said postcard.

1 45. The system recited in claim 43, wherein the paper stock for
2 said postcard that has high is a paper stock that has a bright color.

1 46. The system recited in claim 39, wherein said
2 communications network is the Internet and said first information is a
3 uniform resource locator corresponding to a website served by said
4 first device.

1 47. The system recited in claim 46, wherein said uniform
2 resource locator includes a domain name reflecting an area of interest
3 of said potential customers, and wherein said area of interest
4 influences the step of obtaining said mailing list of potential
5 customers.

1 48. The system recited in claim 46, wherein said second
2 information is a promotional offer.

1 49. The system recited in claim 39, wherein said promotional
2 offer is unique to only that corresponding potential customer.

1 50. The system recited in claim 39, wherein said promotional
2 offer is unique to a subgroup of said corresponding potential
3 customers.

1 51. The system recited in claim 39, wherein the first device is
2 a server.

